

able to cover more live news events through use of their live trucks or helicopter. (The converse is also true: on numerous occasions, Telemundo has helped NBC cover stories where its reporters had access to Spanish-speakers in covering news events, thus enabling KNTV to broaden its coverage of issues that affect the entire community.)

KSTS's commitment to localism also extends to entertainment programming. For decades, much of prime time Spanish-language programming shown in the United States has been imported from other countries. This "outsourcing" of programming has meant little opportunity for Americans to develop television programming that addresses the uniqueness of U.S. Spanish-language audiences. Now, the Telemundo Network has launched an ambitious – cost estimates for the last several months equal or exceed \$50 million – effort to develop more primetime Spanish-language programming, including telenovelas, here in the United States. In contrast to other major Spanish-language networks, which still acquire most of their prime time programming from Mexican or South American programmers, Telemundo produces more than half of its prime time programming in-house. And with renewed focus on domestic production, Telemundo intends to develop Spanish-language programming that truly speaks to American audiences. The result is the best of both worlds: a strong local station that has access to extensive resources and quality programming, both locally and nationally.

In addition to programming, KSTS routinely involves itself in local community efforts. For example, the Station sponsors the San Jose America's Festival to benefit emergency housing and shelter, broadcasts the San Francisco Carnival Parade to benefit the Mission Neighborhood Center's Headstart Programs, and hosts weekly 'Foros de Inmigracion' (Immigration Forums) to address immigration concerns. The

Station also maintains strong relationships both with many non-profit community and cultural agencies serving the Latino population throughout its coverage area and with local business leaders through the 15 Hispanic Chambers of Commerce, from Sonoma County in the North to the Concord and Alameda Counties in the East to Monterey in the South.

### **CONCLUSION**

The experience of NBC compellingly demonstrates that stations can better determine how to serve their local audiences than can the federal government. For the foregoing reasons, the Commission should not substitute centralized national government cookie-cutter mandates for the current system, which enables local stations to determine how best they can employ their limited resources to serve their local communities.

Respectfully submitted,

**NBC TELEMUNDO LICENSE CO.**

By:   
F. William LeBeau

Its Assistant Secretary and Senior Regulatory  
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Attachments

**APPENDIX A**  
**(NBC Stations' Surveys)**

**WNBC New York**  
**(For Period October 1, 2003 to September 30, 2004)**

***Local News and Public Interest Programming.***

1. ***News Programming.*** How many hours of local news do you air weekly? 27
2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

We have a number of on-going special reports within our broadcasts that are aimed at serving the many diverse communities across the Tri-State, they include:

Reality Check (on-going series looking at proposals by politicians and whether it can work or not)  
What Matters (on-going series: in-depth look at issues that matter to people, i.e. War, Jobs, Education, Healthcare and etc.)  
Are You Better Off? (on-going series: people answer the usual question from politicians, are you better off today from 4 years ago)  
On Broadway (local version of Voice of the Voter)  
Voice of the Voter (What voters in battleground states are thinking)  
Family Matters (weekly series on any issue pertaining to families, i.e. bullying, education, drinking, etc.)  
Ask Asa (consumer reporter helps viewers solve problems).  
Homeless Investigation (series of in-depth reporting on problems with NYC's Emergency Assistance Unit.)  
FDNY series (series of in-depth reporting on problems within the NYC's Fire Department)  
African American Burial Ground series  
Terror Threat Security (on-going series of reports)  
Newsforum (a weekly political show with newsmakers)  
Viziones (a weekly report on issues important to the Hispanic/Latino communities)  
Positively Black (a weekly report on issues important to the Black community)  
100 Years of Flight (a special tribute to the tri-state's contribution to aviation)  
Tribeca Film Festival (a series of reports and specials supporting the new film festival aimed at helping lower Manhattan rebuild after 9/11.)  
National Black Sports & Entertainment Hall of Fame (special reports and a special honoring the outstanding contributions in the areas of sports and entertainment)  
UNCF Telethon (partner with local United Negro College Fund chapters to produce the annual telethon)  
Subway Centennial (a series of reports leading to a special that chronicles the people and communities that played a role in the development of NYC's Transit system.  
St. Patrick's Day Parade (a series of reports leading to our coverage of the annual Irish Parade)  
Columbus Day Parade (a series of reports leading to our coverage of the annual Italian Parade)  
Puerto Rican Day Parade (a series of reports leading to our coverage of the annual Parade)  
Republican National Convention (a series of reports leading to our live daily broadcasts from Madison Square Garden during the convention.)  
Weekend Today in New York Remotes - (a series of live broadcasts from community based events: i.e. Colombian Independence Day Festival, Hong Kong Dragon Boat Race, Cinco de Mayo celebration, MS Walk, Breast Cancer Run, AIDS walk.)

Medical – Daily reports from Dr. Max Gomez on a wide-ranging number of health topics.  
 Central Park Conservancy (a series of reports leading to a special broadcast on the efforts to preserve and restore one of New York's greatest assets.)  
 Belmont Stakes/US Open (a series of reports on the impact these events have on the local communities, including the economic and congestion)

3. *Emergency Programming.* Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

*On average we break into regular programming about four times a month. Weather and traffic disruptions are the most common reason, but we also have broken in for Presidential Speeches and the 9/11 commission report this past year.*

4. *Public Affairs Programming.* Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

News Forum – newsmakers on current events  
 Positively Black Segment – issues important to the Black Community  
 Visiones Segment – issues important to the Latin Community

5. *Political Programming.* Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

In the month leading up to the 2004 Presidential Election, our political unit ratcheted up our total coverage of national and local politics to approximately five hours spread out of the seven days of the week.

We did profiles of the local races and candidates, as well as daily updates on the presidential campaign. But our signature coverage was of the issues, what the voters worried about, what the candidates were saying and what the reality truly was. These were covered in multiple on-going series titled:

What Matters  
 Are You Better Off?  
 Reality Check  
 Voice of the Voter  
 On Broadway

(see specific descriptions in question #2)

We also were dogged in our pursuit of the candidates in the primaries. We traveled to New Hampshire for the first primary and we had daily reports from our political team in every broadcast for a total of less than about two and a half hours per week.

6. *Special Political Programming.* Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

What Matters Series (see question #2)

Are You Better Off? (see question #2)

Reality Check (see question #2)

Your Voice, Your Vote (90 minute election issues Special)      October 31st

National GOP Convention:      August 28 – September 1, 2004

7. *Election-Year Political Programming.* Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

**WNBC, New York**  
**(For Period October 1, 2003 to September 30, 2004 (continued))**

***Community Service and Outreach.***

1. **Public Service Announcements.** In a typical Sept-Oct 2004 week, WNBC offered approximately 4 minutes of Unpaid PSA's, which included  
Race for the Cure  
AIDS Awareness Campaign  
City Harvest  
Lupus  
New York Cares Day

PUBLIC SERVICE ANNOUNCEMENTS (Produced By NBC4)

Kids Night On Broadway	January
Noche Tropical (PRFamily Foundation)	February
Hispanic Heritage Youth Awards	April
AIDS Awareness Campaign KickOff	April
Cinco De Mayo Festival	May
MS Bike Tour	May
AIDS WALK	May
REVLON Cancer Walk	May
MS Walk	May
Tour De Cure (Diabetes)	June
New York Int'l Film Festival	July
Cuban Day Parade of New Jersey	June
Colombian Day Parade	July
Hong Kong Dragon Boat Festival	August
Susan G. Komen Race For the Cure	September
New York Cares Day	October
National Latino AIDS Awareness Day	October
Lupus Walk	October
New York Cares Coat Drive	December

ON AIR VIGNETTES

Black Heritage Month	February
Women's Heritage Month	March
Jewish Heritage Month	April
Asian Pacific Heritage Month	May
Hispanic Heritage Month	Sept/Oct

**Paid PSAs:**

Wednesday's Child  
Museum of Natural History  
The More You Know Vignettes  
Taste of the Nation (City Harvest)  
River to River  
Shop 4 Class

2. *Community Programming.* Non-news community programming of particular interest to the community includes:

Jane's New York (Series)	Jan/Dec.
Hispanics Today	Jan/Dec.
UNCF Parade of Stars	January
St. Patrick's Day Parade	March
Rene & I (Jewish Heritage)	April
TriBeca Film Festival	May
National PR Day Parade	June
Macy's Fourth of July	July
Give Me The Mike (Entertainment)	July
Broadway On Broadway	September
A Remarkable Journey (Hisp. Her.)	September
Hispanic Heritage Awards	September
Harlem's Legends & Luminaries	September
Columbus Day Parade	October
100 <sup>th</sup> Anniversary of Subways	October
New York City Marathon	November
Christmas Tree Lighting	December

3. *Community Participation.* The following employees regularly participate in local community events.

Frank Comerford, President and General Manager sits on the following boards: Child Abuse Prevention Program, Association for A Better New York, NYC & Company, Committee for Hispanic Children and Families, MTVA

Columbus Citizen Foundation and is a St. Patrick's Day Parade Trustee

Anna Carbonell, Vice President Press & Public Affairs NBC 4 & Telemundo 47 is on The following board: Latino Commission on AIDS, Puerto Rican Family Foundation, NAACP Act-So Program, City Arts and Reach Up Foundation.

Adele Rifkin, Programming Director, serves on the Committee for Hispanic Children and Families.

Ofelia Castiblanco, Sr. Community Relations Rep is on the PR Family Institute Committee, the Latino Commission on AIDS and the Colombian Festival Committee.

Talent: Janice Huff, Lynda Baquero, Jane Hanson, David Ushery, Darlene Rodriguez, and Chuck Scarborough participate consistently in events for community fundraisers and awareness issues.

4. *Community Contributions.* Following are some of the in-kind donations (e.g., hats, psa;s t-shirts) and/or monetary donations to local charities:

NBC 4 proudly supports numerous non-profit organizations in the tri-state area such as:

Committee for Hispanic Children and Families	\$5,000
Asian American Legal Defense & Education Fund	\$5,000
Diabetes Research Foundation	\$1,000



One Hundred Hispanic Women	\$2,000
Asian Professional Extension	\$2,000
Asian American Federation	\$1,500
Latino Commission on AIDS	\$6,000
American Heart Association	\$2,500
Puerto Rican Family Institute	\$7,000
New Yorkers for Children	\$5,000
The Child Abuse for Prevention Program	\$5,000
Little Flower Children Services	\$5,000
One Hundred Black Men	\$5,000
Friends of Harlem Hospital	\$3,500
Hong Kong Dragon Boat Festival Team T-Shirts	\$500

In addition, NBC4 produces PSAs and runs them on air (minimum 2 weeks, max. 3 months) which offers enormous in-kind opportunities for non-profits.

5. *Community Communications.* Station communicates, formally or informally, with members of various organizations to determine issues of importance. While the station does not have a community board, it does communicate with members of particular minority, social, political and religious groups via community forums or ascertains who advise the station on issues of particular interest to the community. The following are some of the groups we approach on a regular basis:

Jewish Community Relations Council  
 CityArts  
 Urban League  
 100 Black Men  
 Black Agency Executives  
 Committee for Hispanic Children and Families  
 National Black Leadership Commission on AIDS  
 Asian American Legal Defense and Education Fund  
 NYC & Company  
 Metropolitan Museum  
 Lincoln Center  
 MALDEF & PRLDEF  
 Child Abuse Prevention Program  
 Association for A Better New York  
 New York Urban League  
 United Negro College Fund  
 Asian Professional Extension  
 Diabetes Research Foundation  
 Long Island Coalition for Fair Broadcasting  
 Aspira of New York  
 South Asian Journalists Association  
 NAACP – Act So  
 Harlem Little League  
 New Yorkers for Children

Friends of Harlem Hospital

**KNBC – Los Angeles, CA**  
**(For period October 1, 2003 to September 30, 2004, Unless Noted)**

1. *News Programming.* How many hours of local news do you air weekly? **30.5 or more**
  
2. *Community Programming.* Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

**Beating the Odds** – News series which focuses on seniors in high school who are overcoming major obstacles to excel academically and become role models in their communities

**Investigative Reports:**

**Fleishmann-Hillard** - KNBC broke the story of allegedly fraudulent billing practices by this global PR with extensive dealings with the Mayor of Los Angeles. The investigation sparked additional media investigations, a probe by city officials, a shake-up at the firm and a break between the city and the organization. A number of follow-up stories were filed, as well as stories about other irregularities in the awarding of city contracts.

**Girl Scout Policy** – Investigation into a national Girl Scout policy that does not bar registered sex offenders from attending Girl Scout meetings and functions. A local example is cited and this leads to a follow-up story.

**Tow Truck Pirates** - An investigation into rogue tow truck companies leads to reform in the industry and a follow-up police sting operation.

**527s** – Exposé on a new device which allows wealthy donors to contribute large amounts to political campaigns

**Gubernatorial Recall Election:** Profiles on the candidates and their major donors, including Indian Casinos

**Political Donations:** A revealing look at political donations in Los Angeles County by zip code and neighborhood.

**Tourist or Terrorist?** – A man stopped at LAX for videotaping pictures of sensitive areas is later deported to his native country, Brazil.

**SIS** – A special task force of the LAPD that has been accused of questionable behavior including the alleged murder of civilians.

**El Pueblo** – A story about the city's oldest landmark and allegations of misuse of taxpayer funds and shredding of documents

**John Robert Powers** – Major talent agency used the names of major Hollywood celebrities without their permission to attract clients.

**Magic Mountain** - Investigation into charges that popular Southern California theme park is practicing racial stereotyping and rough handling of patrons.

**Nazi Speed** – A new drug targeted at teens that has become popular in Southern California. Called Nazi Speed because Germany issued it to soldiers to keep them awake.

**Airline Tickets** – In-flight survey of passengers reveals the vastly different cost of tickets for the same flight.

**Sex Mobiles** - Expose on Moms in minivans in Los Angeles accused of practicing the world's oldest profession.

**Trail of One Gun** - Investigation into many crimes committed with one hand gun, leads to a look at the gun laws in California.

**Car Wash** - Investigation into immigrant gouging and the illegal payment practices at car washes in Southern California

**Sex Offender Zone** - A look at the areas with the highest rate of sexual assaults in Los Angeles

**Street Racing** - An investigation into the rise of illegal and deadly street racing in Southern California and how the police intend to make an aggressive crackdown on this dangerous pastime.

**Fields of Shame** - Expose on the illegal trafficking of Mexican girls into California for purposes of prostitution.

**Firestorm Aftermath** - An in-depth look at the extensive damage done in the October wildfires (multiple stories)

**Lube Investigation** - Under Cover investigation exposes Southland Oil and Lube Shops that dupe their customers into purchase unnecessary products.

**ECO-Terror** - A look at the Earth Liberation Front and its links to acts of sabotage in Southern California

**Government Waste** - Investigation into allegedly frivolous spending by California's government that may have contributed to the state's huge deficit.

**If These Walls Could Talk** - Expose on the County's secret list of serious health code violations at apartment buildings in Los Angeles.

**Return to Rampart** - An inside look at efforts of the LAPD to improve the image of the scandal-rocked Rampart Division. Included an interview with the station's most infamous cop from his prison cell.

**Disciplined Doctors** - Exposé on the most violation prone doctors in Southern California and how viewers can find out more about them.

**Dr. Rape** - A list of registered sex offenders reveals a number of doctors licensed to practice medicine in California

**Danger on the 710** - A ride-along with the California Highway Patrol exposes the dangers on the 710 Freeway.

**Asbestos Investigation** - Look at the claims of a group of Mexican- American carpenters at BP Arco that they were unnecessarily exposed to asbestos

**Perverved Justice** A look at on-line vigilantes who go after on-line predators targeting children

**Armenian Mob** - A look at Armenian Organized Crime and it's alleged leader's welfare fraud bust.

**Hillbilly Heroin** - An investigation into a Ventura County Doctor and Pharmacist who were allegedly funneling Oxycotin to gang members.

**Oxycotin** - A look at the victims of the popular prescription drug Oxycotin.

**LAX Investigation** - An investigation into the abuse of public parking at LAX by airport employees using handicapped placards

**Car Dealer Investigation** - An undercover investigation into allegations of price-packing a major car dealership

**Sweatshop Investigation** - Undercover investigation exposing the unsafe and unfair practices taking place in the garment industry in downtown Los Angeles.

**Price of Crime** - An in-depth look at the cost of crime and how it affects Southern California residents

**Child Labor** – Investigation into the illegal use of underage children to harvest crops in Southern California

**State of Waste** – Consumer groups reveal how the state of California is wasting Californias tax dollars.

**Taken Again?** – A Follow-up piece on the price-packing Auto Dealership investigation where an insider exposes how the dealership pressures costumers into expensive contracts

**Auto Scam** – Investigation reveals the possibility that auto scams have caused insurance rates in Southern California to become the highest in the country.

**LAX Police** – A two-part investigation into a potentially dangerous runway incident that airport officials chose not to report to aviation authorities and other safety breaches at the airport

**Nader Investigation**– A look at political activists who use the candidate as a “spoiler”

**Tribal Justice** – A look at tribal law and what would happen if a person was hurt or charged with a crime at an Indian Casino in California

**Truck Schools** - Investigation into illegal truck schools in Southern California that are preying on students.

**Sunset Gangs** – How gangs have moved uptown to LA's exclusive Sunset Boulevard

**Terror Threat** – KNBC conducts a roundtable with local law enforcement officials about terrorist threats in the Southland

**Stolen Iraqi Art** – Investigation of Iraqi art and the black market. A national archive search reveals that a Banning woman's collection won as a gambling debt was really illegal plunder.

**Megalife Exclusive** - A look into a woman's claims that she was defrauded by an insurance company which left her to pay the bills after husband's death.

#### **Other Stories of Interest to the community:**

- Story on the vandalization of the "GO FOR BROKE" Memorial in Little Tokyo. The monument is a tribute to Japanese American veterans.
- The station has done a number of stories on the King Drew Medical Center Emergency Room closing, as well as the closing of other Emergency Rooms in Southern California.
- A story about a string of racial incidents at Loyola Marymount University and its affects on the campus that had both faculty and students in an uproar.
- UCLA police investigated two successive nights of vandalism at a UCLA gay rights center. Campus Police called it a hate crime.
- Two Lancaster neighborhoods have to clean up after people vandalized their property with messages of hate.

- A story about a shooting victim who was allegedly being taunted because of his sexual orientation.
- A story on the Police's search for vandals who spray painted racial slurs on a home north of San Bernardino.
- Coverage of a community taking action to keep real estate developers from invading their neighborhoods. Church Leaders in Boyle Heights and East LA say these developers are buying homes cheap and selling them at a high profit.
- A number of stories regarding the immigrant driver's license bill (SB 1160) which would have permitted undocumented immigrants to obtain California drivers licenses.
- Story about religious and political leaders who claim that raids targeting illegal immigrants are unjust and unfair. They contend that the raids have raised fear and anger in some Latino communities and should be stopped immediately.

**Special News Programming of interest to the community:**

- Police Officer Pavelka Funeral (1 hr)
- Officer Shooting – Citywide Tactical Alert
- Officer Lizarraga Funeral
- Coverage of Reagan's death and funeral in Southern California and Washington D.C.
- Ray Charles Funeral coverage
- Announcement of Marlon Brando's death
- CHP Officer Steiner Funeral – 1 ½ hrs
- Arnold Schwarzenegger Inauguration
- Michael Jackson Arrest
- Michael Jackson Molestation Charges Filed
- Martha Stewart verdict
- End of MTA Strike
- Numerous stories on the Supermarket Strike in Southern California
- Condoleeza Rice testimony coverage
- Donald Rumsfeld testimony coverage
- Martha Stewart's Sentencing
- Coverage of dismissal of Kobe Bryant charges
- Coverage of Clinton's hospitalization for bi-pass surgery announcement
- News coverage of explosions in Iraq

3. **Emergency Programming.** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to

the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

10/24-30/03	Southern California Wildfire Coverage
12/22/04	Paso Robles Earthquake coverage
2/25-26/04	Bad Weather Interrups

4. *Public Affairs Programming.* Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Channel 4 News Conference program)	(1/2 hr. weekly, Local community and political issues)
Meet the Press	(1 hr. weekly; national political news)
Hispanic's Today	(1/2 hr. weekly: issues, challenges facing Hispanic business owners and entrepreneurs)
Chris Matthews Show	(1/2 hr. weekly: interviews with politicians and the nation's most influential newsmakers)
Wall St Journal Report	(1/2 hr weekly: Covering major issues affecting the business community and personal finance)
Your Total Health	(1/2 hr weekly: Focuses on latest developments in medicine, health and prevention)

5. *Political Programming.* Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2003 California Recall Election (Approximately 1 hours 45 minutes per week during season)  
2004 California Primary Election, March 2, 2004 (Approximately 2 hours 15 minutes per week during season)  
2004 General Presidential Election (Approximately 3 hours 15 minutes per week during season)  
2004 Political Convention Season (Approximately 2 hours 15 minutes per week during weeks surrounding both conventions)

6. *Special Political Programming.* Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

Town Hall Meeting with Governor Gray Davis (9/25/03)  
Gubernatorial Recall Debate (10/2/03)  
National Democratic National Convention (7/26,28,29/04)  
National Republican Convention (8/31, 9/1&2/04)  
Senate Debate – Boxer vs Jones (8/10/04)  
"Decision 2004: The Latino Vote" (10/10/04 & 11/1/04)  
"Decision 2004: Your Guide to The Propositions" (10/31/04)

7. *Election-Year Political Programming.* Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

N/A

**Community Service and Outreach.**

1. *Public Service Announcements.* How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Unpaid PSAs: 6 minutes per week (Public Health Issues, Anti-drunk Driving, Local Events, Free Civic Public Services, Family Education)

Paid PSA's – N/A

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

Martin Luther King Day Parade	(1/19/04 – 3 hrs)
United Negro College Fund Evening of Stars	(1/10/04-4 Hrs.)
Hispanic Heritage Awards	(9/13/03 – 1 hr)
Fred Roggin's Road To Athens	(8/16/04 – 1 hr)
Olympic Coverage	(8/16 –27/04)
Los Angeles Marathon Broadcast	(3/ 7/04-4 Hrs.)
Making of the Revenge of The Mummy	(6/19/04 – ½ hr)
Thanksgiving Across America	(11/30/03, 1 hr – Focuses on six diverse locations and the family traditions which take place around Thanksgiving)
African American Filmmakers	(Aired 1/18/04, 1 hr – Showcased award winners from film festivals and independent filmmakers.)
N'Contrast	(Aired 1/18/04, 1 hr – Special focusing on the important African Americans in the film industry)
Fiesta Broadway	(5/1/04 – 1 hr: - Special focuses on the So. Cal's premiere Cinco de Mayo celebration – the music and culture)
Reader's Digest National World Power Challenge	(5/22/04 – 1 hr : Special showcases children in grades 4 through 8 as they compete for college scholarships in a vocabulary competition).
Remarkable Journey: A Change is Gonna Come:	



Brown vs the Board of Education	(1 hr airing on 5/23/04 – Focuses on the 50 <sup>th</sup> anniversary of the end of legal segregation in public schools)
Remarkable Journey: Ticket to Freedom: The Story of the Underground Railroad	(8/1/04 – ½ hr)
Black Olympians: A Golden Legacy	(8/7/04-1hr: Special celebrates the rich history of African Americans in the world's most prestigious event)
Hispanic Heritage Awards	(9/18/04 – 1 Hr: Special highlights some of the most notable achievements by Hispanic Americans)
Remarkable Journey	(9/26/04 – 1 hr: Special Celebrates Hispanic Heritage Month by focusing on several inspirational individuals)

3. *Community Participation.* Please list employees who regularly participate in local community events.

Paula Madison  
 Rebecca Nieto  
 Erin Dittman  
 Robert Long  
 Jose Andino  
 Kim Baldonado  
 Fritz Coleman  
 Ted Chen  
 David Cruz  
 Chuck Henry  
 Dr. Bruce Hensel  
 Paul Johnson  
 Kelly Mack  
 Mary Parks  
 Danny Romero  
 Michele Ruiz  
 Chris Schauble  
 Denise Valdez  
 Vikki Vargas  
 Nerissa Witherspoon  
 Beverly White  
 Colleen Williams

4. *Community Contributions.* Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

2004 - \$144,000 was distributed among the following local non-profit organizations:

Shelter Partnership  
Cesar E. Chavez Foundation  
National Medical Fellowships  
CHMC Foundation  
YMCA of Greater Los Angeles  
Leukemia Society of America  
American Red Cross  
Southern California Indian Center  
Asian Pacific American Legal Center  
Chinatown Service Center  
Hispanic Scholarship Fund  
Brotherhood Crusade  
The Salvation Army  
East West Players  
Bilingual Foundation of the Arts  
Black Filmmaker Foundation  
Southwest Voter Registration & Education Project  
Cal State Fullerton (University Advancement Foundation)  
Multicultural Motion Picture Association  
Chicano News Media Association  
Organization of Chinese Americans, Greater Los Angeles  
Asian American Journalists Association, Los Angeles  
El Concilio del Condado de Ventura  
National Association of Women Business Owners - Los Angeles  
Alkebu-lan  
Los Angeles Urban League  
FAME Renaissance  
Mexican American Legal Defense Fund of Los Angeles  
Environmental Media Association  
Hispanic Americans for Fairness in Media  
National Hispanic Media Coalition  
Boys and Girls Club of Los Angeles  
National Lesbian & Gay Journalist Association  
Imagen Foundation  
Mexican American Grocers Association  
International Women's Media Foundation, LA  
Para Los Ninos  
Nosotros

Approximately \$1,500 in in-kind product (hats, tee-shirts, etc) was given away to local charities in 2004.

2003 - \$164,000 was distributed among the following local non-profit organizations:

Charles Tant Scholarship Fund  
California National Organization for Woman  
Toys For Tots  
El Conilio del Condado de Ventura  
Hispanic Americans for Fairness in Media  
Shelter Partnership  
Chinatown Service Center  
East West Players  
Hope for Hearing Foundation  
National Medical Fellowships  
Southern California Leadership Network  
California Chicano News Media Association  
Cesar Chavez Foundation  
AIDS Service Foundation Orange County  
Anti-Defamation League  
Imagen Foundation  
Los Angeles Urban League  
Cudahy Youth Foundation  
Anti-Defamation League  
Bilingual Foundation of the Arts  
Center Theater Group  
Opera Noir  
Boys and Girls Club  
Town Hall Los Angeles  
American Heart Association  
National Hispanic Media Coalition  
Nosotros  
International Women's Media Foundation  
Brotherhood Crusade  
Mexican American Grocers Association  
Asian Pacific American Legal Center  
Casa De Las Amigas  
Chicano News Media Association  
Chinatown Service Center  
Mexican American Legal Defense & Education Fund  
Salvadoran American Leadership & Education Fund  
The New Leaders  
Para Los Ninos, Hearts on Deck

UNITED WAY CAMPAIGN – Thousands of dollars were contributed by KNBC employees to local charities through the United Way in 2003 and 2004.

Approximately \$1,700 in merchandise (hats, tee-shirts, picnic baskets, were given to various charities in 2003)

5. *Community Communications.* Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

KNBC and Telemundo, Los Angeles conduct ascertainties in Southland communities each year. News personnel and station executives attend these meetings and hear from representatives of non-profit organizations, police, fire and local government. The issues of that community are discussed and ideas for potential news stories are offered.

Regular communications take place with:

Urban League  
Southwest Voter Registration and Education Project  
Brotherhood Crusade  
Southern California Indian Center  
Shelter Partnership  
YMCA  
Council on Islamic American Relations  
Asian Pacific Legal Center  
California Chicano News Media Association  
First AME Church

**WMAQ-TV/CHICAGO**

(For Period October 1, 2003 to September 30, 2004, Unless Noted)

***Local News and Public Interest Programming.***

1. **News Programming.** How many hours of local news do you air weekly? 30
2. **Community Programming.** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Throughout the year we provide viewers with consumer and other investigations from our Target 5 and Unit 5 investigative teams.

Specifically here are some investigations:

Dirty Secrets - joint investigation with Telemundo into allegations of tampering of food labels at major distributor

Caught in a Jam - mini-van power doors

Prescription Drugs - generic, Canada

On-going investigative coverage of Cook County Building Fire

Investigation of fraud in Department of Children and Family Services that led to indictment by Attorney General

Day Laborer investigation

On-going investigation of police torture by Chicago Police Department

3. **Emergency Programming.** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

DATE	SHOW	BREAKING NEWS	TIME	DURATION
10/1/03	Dr. Phil	multi-vehicle accident	3:51:00pm	1:13
10/5/03	10P news	cubs coverage	10:20:03pm	3:00
10/14/03	10P news	cubs coverage	10:00:00pm	13:05
10/17/03	Nightly News	Loop Fire	5:38:00pm	1:12:00
	Dateline NBC	Loop Fire	7:06:46pm	1:45
	Dateline / Miss Match	Loop Fire	7:13:40pm	0:53:51
	Miss Match	Loop Fire	8:36:32pm	1:03
10/24/03	Celebrity Justice	Local Special Report	11:39:00am	7:52
10/31/03	Passions	Weather	2:13:19pm	1:13
11/6/03	Starting Over	**Weather	12:57:36pm	:33
	Days of Our Lives	**Weather	1:04:57pm	2:07
			1:13:09pm	2:53
11/19/03	Days of Our Lives	Michael Jackson arrest warrant	1:09:19pm	1:00
11/20/03	Passions	Michael Jackson is arrested	2:33:43	1:30
12/9/03	Passions	Death of Senator Paul Simon	2:48:00pm	:42

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DATE	SHOW	BREAKING NEWS	TIME	DURATION
12/14/03	various	Saddam Hussein Capture	4:54:00am	
	8A news	Meet the Press Special	8:00:08am	0:59:52
	various	Today Show Special	9:00:00am	2:30:00
	Chris Matthews	Saddam Hussein Capture	11:00:00am	0:30:00
12/17/03	Starting Over	Governor Ryan	12:57:20pm	1:35
	Days of Our Lives	Gov. Ryan Indictment	1:57:21pm	2:34
	Passions	Gov. Ryan Indictment	2:29:36pm	6:05
12/23/03	Passions	Gov. Ryan Press Conference	2:06:00pm	16:58
1/4/04	Stars On Ice	Special Report-Winter Weather	4:01:11pm	3:00
1/6/04	Early Today	Weather Advisory	7:00:04pm	:50
1/15/04	Passions	Bears Press Conference	1:59:07pm	8:03
		(announcement of new head coach)		
1/19/04	Fear Factor	Network Special Report	7:13:25pm	1:00
1/26/04	Hispanics	Snow Advisory	4:02:07am	1:00
	Today			
1/27/04	Today Show II	Winter Weather Advisory	9:31:05am	1:43
			9:34:05am	1:43
2/24/04	Today Show	Presidential Special Report	9:42:14am	10:50
		(Bush addresses Gay Marriage)		
3/1/03	Various	Weather Cut-In	3:01:30pm	1:09
			3:08:40pm	1:36
			3:24:50pm	1:33
			4:02:40pm	1:26
3/5/04	Passions	Martha Stewart Found Guilty	2:01:50pm	11:06
3/16/04	Whoopi	Election Update	7:00:00pm	:39
	Happy Family	Election Coverage	7:44:30pm	:25
	Frasier	Election Update	7:59:26pm	1:52
			8:17:20pm	1:26
	Scrubs	Election Coverage	8:31:40pm	1:14
			8:48:20pm	2:34
	Law & Order SVU	Election Coverage	9:01:57pm	:59
			9:19:33pm	1:22
3/17/04	Starting Over	**Baghdad Explosion	9:33:02pm	1:45
			12:10:18pm	3:00
	Ellen	Presidential Special Report (Bush addresses 1 year anniversary of War in Iraq)	12:58:30pm	1:30
			10:00:30am	0:29:30

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DATE	SHOW	BREAKING NEWS	TIME	DURATION
3/30/04	Dr. Phil	Presidential Special Report (9-11 Commission)	3:45:03pm	8:47
4/2/04	Days of Our Lives	New Fire Commissioner Named	1:20:50pm	2:45
4/13/04	Frasier	President's Speech	7:30:00pm	1:05:00
4/16/04	Dr. Phil	American Hostage in Iraq Identified	3:03:08pm	4:04
	Celebrity Justice	**Press News Conference President Bush and Tony Blair	11:00:18pm	1:00:00
4/20/04	Access Hollywood	Weather Cut-In	6:39:31pm	1:50
			6:44:37pm	1:10
			6:55:10pm	1:46
	Whoopi	Weather Cut-In	7:05:04pm	1:20
			7:17:52pm	1:30
	Happy Family	Weather Cut-In	7:31:08pm	1:01
	Frasier	BCTL Weather Report	8:05:45pm	1:44
4/21/04	Days of Our Lives	Network Special Report	1:33:11pm	2:33
4/29/04	Starting Over	Presidential Special Report (Bush 9-11 Conference)	12:15:00pm	6:00
5/6/04	Passions	Presidential Special Report	1:00:12pm	0:27:52
5/7/04	various	Rumsfeld Testimony	10:43:42am	2:50:00
5/10/04	Ellen	Presidential Special Report (Rumsfeld & Iraq Torture)	10:53:11am	14:11
	Nightly News	**Tornado Warning	5:47:04pm	:50
5/11/04	Today Show	Senate Armed Forces Hearing	8:30:00am	0:29:58
5/21/04	Daytime Emmy Awards	Weather Cut-In	8:09:00pm	:43
5/23/04	Dateline NBC	Severe Weather Report	7:01:42pm	1:25
			7:37:27pm	1:14
			7:53:32pm	1:18
5/30/04	Dateline NBC	Severe Weather Report	6:15:52pm	1:14
			6:22:53pm	1:20
			7:06:34pm	1:47
			7:32:12pm	1:10
6/1/04	Ellen	**Presidential Special Report	10:28:00am	0:32:00
6/5/04	Access Hollywood	**Death of Ronald Reagan	6:00:00pm	0:58:38

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DATE	SHOW	BREAKING NEWS	TIME	DURATION
6/7/04	various	Reagan Presidential Library Coverage	12:00:00pm	5:23
			12:58:30pm	0:33:34
			1:58:00pm	1:00
			2:58:00pm	1:00
6/8/04	Starting Over Days of Our Lives	Amtrack Derailment	12:53pm	1:00
			1:08:51pm	:43
6/9/04	Ellen	Reagan Funeral Coverage	10:00:00am	0:00:26
	Celebrity Justice	Reagan Funeral Coverage	11:00:00am	:30
	various		12:18:11pm	0:28:31
			4:00:00pm	:27
			7:20:00pm	:14
6/10/04	Dr. Phil	Tornado Watch	4:46:00pm	1:00
	EXTRA	Stormwatch for Flooding	5:23:07pm	1:00
6/25/04	Days of Our Lives	Special Report	1:37:54pm	1:54
			1:47:37pm	5:45
6/28/04	Today Show	Presidential Special Report	9:54:25am	1:30
7/6/04	6A News	Kerry Announces VP	?	4:21
		Running Mate		
7/7/04	Today Show	Special Report	7:30:00am	3:30
7/8/04	Ellen	Homeland Security Briefing	10:00:03am	20:07
7/16/04	Today Show II	Martha Stewart Sentencing	9:23:45am	6:15
			9:44:12am	15:48
7/21/04	Ellen	Weather Cut-In	10:02:42am	1:08
			10:35:00am	:55
7/22/04	Dr. Phil	911 Power Outages	3:17:40pm	:53
			3:42:00pm	3:55
			3:56:36pm	9:18
7/27/04	Last Comic Standing	B. Obama in Boston	8:41:27pm	17:31
		Keynote Address		
8/1/04	She Spies	Tom Ridge News Conference	2:00:00pm	15:30
		Terror Threat Level rises to Orange		
8/2/04	Ellen	Special Report	10:31:49am	0:26:21



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DATE	SHOW	BREAKING NEWS	TIME	DURATION
8/24/04	Afternoon Olympics	Severe T-Storm Warning	1:38:30pm	:30
9/3/04	Celebrity Justice	Network Special Report	11:36:10am	4:00
9/6/04	Jane Pauly **	Clinton Surgery **	12:26:40pm 3:09:55pm	1:50 8:10
9/14/04	Passions Dr. Phil	O'Hare American Airlines Plane damage	2:48:15pm	1:18:19
9/17/04	Today Show II	Fire on Clark St.	9:26:36am	5:49
9/20/04	Passions	Shooting at Capitol in Springfield	2:19:30pm 2:28:20pm 2:35:45pm	:45 1:10 1:40
9/21/04	Ellen	President Bush addresses United Nations	9:55am	0:29:00
10/16/04	NBC Sports	Prison Riot	2:43:35pm	1:10
10/20/04	Days of Our Lives	Natural Gas Explosion	1:14:19pm 1:36:21pm 2:00:10pm	1:30 3:40 1:50
10/22/04	Days of Our Lives	Local Special Report	1:05:53pm	1:08

4. **Public Affairs Programming.** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

City Desk (15 minutes weekly, local political news)  
Meet the Press (1 hr. weekly; national political news)  
Chris Matthews (1/2 hour weekly, national political news)  
America's Black Forum (1/2 hour weekly, national news)

5. **Political Programming.** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2/16/04 to 3/16/04 (the one month before the Illinois primary), we aired 272 minutes of political coverage according to the dashboard. That averages out to 9.37 minutes per day, or 65.65 minutes per week (1 hour and 5 minutes, 1:05).

From 9/4/04 to 11/2/04 (Labor Day weekend to Election Day), we've had 1098 minutes of coverage or 18.6 minutes a day, or 130 minutes per week (2 hours and 10 minutes a week, 2:10).

From 10/2/04 to 11/2/04 (another way to define the "season", one month before the election), we've had 770 minutes of political coverage or 24.83 minutes per day. For a week, that averages out to 2 hours and 14 minutes a week, 2:14.